

AMENDMENT TO THE SPECIFICATION

Please amend the first paragraph, starting on page 1, line 1, as follows:

CROSS REFERENCE TO RELATED APPLICATIONS

This application claims priority to [[the]] U.S. Provisional Patent Application Serial No. 60/504,418, Attorney Docket No. YHOOP008+ entitled "USER TARGETED AND CONTENT THEME INTEGRATED DISPLAY OF SPONSORED SEARCH RESULTS," filed September [[26]] 19, 2003, which is incorporated herein by reference for all purposes.